

PROFILE

A skilled and experienced professional in accounting, strategic planning, customer relationship management, and operations management. A self-motivated, dedicated and resourceful individual who enjoys a challenge, possessing an outstanding business knowledge and commercial awareness. Strong understanding of all aspects of Accounting, Sales, Strategic planning, Supply and Demand Planning, and Customer Service Management. Seeking an opportunity with a prominent firm such as yours, for the development and advance of my career and self.

WORK EXPERIENCE

● Tax Providers Consultancy / 2019 - C Dubai - UAE

○ Tax Compliance Officer

- Coordinated in vendor risk evaluations and contract reviews.
- Aided supporting the Office of marketing efforts.
- Formulated quality tax planning approaches.
- Managed overall client communications.
- Handled regulatory and tax filings as well as audits.
- Dealing with the preparation and submission of VAT returns on a monthly basis and books of accounts
- Responsible for collecting tax-related information and give advice to the management on the tax impact of various corporate strategies.

● Paris Gallery / 2015 - 2019 Dubai - UAE

○ Assistant Brand Manager

Plans, develops, and implements brand strategies and marketing programs by performing the following duties personally or through assigned assistants. Understands the marketing strategy and plans of brand owners and adopts and implements these in our market to achieve the required sales and profitability targets. Monitors the inventory and places orders. Carries out market research and initiates sales promotions as required. Manages a team of assigned employees.

1-Sales:

- Set targets for stores and dedicated staff
- Create events to generate additional sales throughout the year
- Achieve sales target set by the management

2-Marketing:

- Implement a marketing plan adapted to the market based on the brand's marketing plan
- Get additional support from the brand in terms of marketing elements and contribution
- Meet regularly with PG buyers to implement the marketing plan and give maximum exposure to the brands

EDUCATION

● American University of Science and Technology (AUST)
Lebanon 2008 – 2012

○ BSc in Banking & Finance

Additional Courses: Customer Care, Marketing
Target in Sales, Manual Services

LANGUAGE

● Arabic
Fluent

● English
Fluent

TRAININGS

- Copy Rights workshop - Dubai Economic Department
- Versace, Ferragamo Training
- Roberto Cavalli Training

SKILLS

- Proficient in dolphin system , Tableau Software and ERP Oracle n Retail Merchandising System (RMS) , Retail Price Management System (RPM) and order Management , Modules
- Proficient in Microsoft Office (Word,Powerpoint,Excel) and MS Project

REFERENCES

- Available upon request.

WORK EXPERIENCE

3-Inventory:

- Define the right assortment according to the retail environment.
- Define ordering budget
- Place forecast for the line on a monthly basis
- Estimate returns for damages & discontinued products.

4-P&L:

- Prepare the P&L Budget for the following year and get it approved by the GM
- Take necessary actions to reach the budgeted net profit set by the management
- Negotiate with suppliers for increased margin and contribution to improve gross margin

Paris Gallery

/ 2013 - 2015

Dubai - UAE

Supply and Demand Planner

(Servicing a portfolio of luxury clients through developing Orders and Distribution strategies that best align with the brand's business)

- Forecast sales for the UAE region, with weekly sales ranging from 16-26M a week, with over 2000 SKUs at 32 Distributions Centers across the region.
- Planning, implementing and monitoring the financial and operational aspects of the business including sales forecasting re-projections, purchase budget, stock management, to meet the sales budget, gross profit, gross margin, & optimum stock levels.
- Coordinating with commercial, finance, marketing, logistics, IT and external entities on execution, inventory and performance of all entities where Paris Gallery brands/products are present.
- Setting realistic sales targets in conjunction with Portfolio Managers, Suppliers and Head of Category.
- Preparing, analysing and evaluating sales reports to highlight brands' performance by door, category and reference
- Managing administrative and operational functions including price revisions, preparing credit notes, invoicing, checking stock availability, deliveries, damages, communication of L.P.O's
- Compiling sales feedback on marketing activities such as promotions, events, and advertising campaigns
- Working closely with other Group Administrators, Project Managers, Customer Service and Distribution Centre

ARTE JEWELLERY AND WATCHES / 2010 - 2012

Beirut - Lebanon

Sales Executive-Watch Category

- Fully responsible on yearly and monthly sales budget.
- Break down budget into monthly target by brand.
- Managing supervisors as direct reporters and reporting to the Watch Category division manager.
- Stock management, engineering the brand assortment and setting role model assortments.
- Visual Merchandise management, Visual Updating, training staff on brand display guidelines.
- Marketing activities and brand promotion implementation and responsible for results.